



# Surprise City Council Strategic Plan

## Forge an Identity

*All American City*  
*Crystalize the Vision*  
*Marketing*  
*Image Innovative*



## Grow with Intelligence, Creativity

*Major General Plan Update*  
*Village Concept Connectivity*  
*Water Plan Update*  
*Environmental Sustainability*  
*Revitalization*  
*Annexation Plan*



## Build Economic Engines

*Surprise Center*  
*Stadium Village*  
*Land Acquisition*  
*Infrastructure*  
*Protect Aux 1*  
*Convention Center*  
*Economic Development*



## Commit to Financial Stability

*General Obligation Bonding*  
*Home Foreclosures and Vacant Properties*  
*Capital Improvement Program Implementation*



## Achieve Educational Excellence

*Education Partnerships*  
*Community Gardens*  
*Communiversality - Higher Education*  
*4-Year College*



## Deliver Sensible Transportation

*SR303 Design and Construction*  
*Arterial Capacity*  
*Grand Ave. Expansion*  
*Public Transportation*  
*East-West Alternatives*  
*Commuter Rail*  
*Transportation Plan*

